

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, January 9, 2017

Visit Sacramento

1608 I Street, Sacramento, CA

The original agenda was prepared and posted in compliance with the provisions of the Ralph M. Brown Act noting that board action may occur on any identified agenda item.

A. Call to Order / Roll Call

Committee Chair Doug Warren called the meeting to order at 11:06 a.m. and conducted a roll call of the committee as follows:

PRESENT

Committee Members

Zone 1: Kathleen Gilbey and Scott Vandenberg

Zone 2: Sami Qureshi and Doug Warren (Chair)

Zone 4: Jeroen Gerrese

Visit Sacramento Staff

Steve Hammond, Mike Testa, Sonya Bradley, Mike Sophia, Dan Santucci and Sherlynn Clifford (*Recording Secretary*)

Guests present for a portion or the entire meeting

Williams Ishmael, ArtStreet

Dan Pelicano, Major League Lacrosse

Clay Nutting, ArtStreet

Rebecca Gordon, Runnin' for Rhett

Laurie Holtog, CA Craft Brewers Association

Larisa Perryman, Runnin' for Rhett

Leia Ostermann, CA Craft Brewers Association

Randy Seevers, Runnin' for Rhett

ABSENT

Committee Members

Zone 1: Liz Tavernese

Zone 3: Steve Young

B. Public Comments – Matters Not on the Agenda

Chair Warren called for public comment on items not listed on the agenda; there were no matters presented.

C. Committee Composition

1. Appointment of Committee Member(s) by SHA Board

Sherlynn Clifford reported for Teresa Stephenson about two appointments to the STMD Committee that were approved at the SHA Board Meeting on November 18, 2016. Those appointments were:

- Zone 1: Kathleen Gilbey, General Manager of the Sheraton Grand, was appointed to complete an unexpired term through December 2018
- Zone 3: Steve Young, Director of Operations for Geweke Hospitality, was appointed to complete an unexpired term through December 2017.

2. Election of 2017 STMD Committee Chair and Vice Chair

Warren asked for nominations for the Chair and Vice Chair positions. After a brief discussion, Doug Warren agreed to continue as Chair for 2017; Jeroen Gerrese accepted the Vice Chair position. ***Sami Qureshi motioned to approve the acceptance of both positions; Kathleen Gilbey seconded. [Vote: Unanimous]***

D. Review and Approval of STMD Tourism Committee Meeting Minutes: October 24, 2016

There being no discussion, *Jeroen Gerrese motioned to approve the October 24, 2016 minutes as submitted; Scott VandenBerg seconded. [Vote: Unanimous]*

E. FY2016-17 Zone Funding Applications for Review or Approval

Prior to reviewing the fund applications, Warren shared the new presentation requirements as recently approved by the committee, which are:

- For a funding request of less than \$5,000: the application presentation requirement is waived; however, a three-minute application presentation option is available, plus Q&A as requested by the STMD Committee.
- For a funding request of more than \$5,000: up to five minutes is allowed for application presentation, plus Q&A as requested by the STMD Committee.

In addition, the STMD Committee Chair shall be authorized to waive the time requirement as warranted in his/her estimation or at the request of a STMD Committee member.

1. Zone 2: Point West Marketplace (Initial Request: \$3,499)

Presenter(s): Sami Qureshi, Hilton Arden West Sacramento

Presentation: Qureshi said the application for funds includes the Hilton, DoubleTree by Hilton, Courtyard Marriott-Cal Expo, the Arden Fair Mall and Cal Expo.

Committee Review: Jeroen Gerrese asked what the purpose of the funding was and Qureshi said it was for a print ad in the S.F. Chronicle, Sacramento Spotlight and Point West Marketplace to advertise Point West hotels and shopping.

MOTION: Scott VandenBerg motioned to approve the application as submitted for \$3,499; Jeroen Gerrese seconded. [Vote: Unanimous]

2. Zone 1: ArtStreet (Initial Request: \$25,000)

Presenter(s): Clay Nutting and William Ishmael, DBA Arts

Presentation: Clay Nutting distributed a handout about ArtStreet that described the program as a large-scale art installation, developed similarly to the recent Art Hotel, and scheduled to take place February 3-25, 2017 at the warehouse on the site of The Mill at Broadway. Nutting described the previous Art Hotel experience and said it was very successful with about 13,000 visitors viewing the art, and nearly 20,000 visitors that had to be turned away. He believes that the project brought significant economic impact to the downtown area; as such, he is looking to do the same with ArtStreet, which will include about 80 artists and some performances. Nutting said he's been working with the City and Police Department and expects about 150,000 to attend the project, many coming from out of town. He reported that there has also been local and international media coverage about the project.

Committee Review: Scott VandenBerg said he attended Art Hotel in 2016 and believes it was well done. Sami Qureshi asked if Art Hotel produced any hotel stays in 2016; Nutting said his staff did not track that information but plans on doing so for ArtStreet. Nutting said he would also be willing to add anything Visit Sacramento needs on the survey he is preparing.

Steve Hammond asked about the total budget for the program and Nutting said it was \$150,000, including a stipend for each of the artists. Nutting added he plans on collecting donations, though the event will be free to attendees. Hammond asked if there were any sponsors and Nutting said he is working with VSP for a \$100K sponsorship, as well as Greater Broadway for \$5K; Land Park for \$2,500; as well as donations from individual patrons. He is also hoping the City will approve some funds at the January 10 City Council meeting.

VandenBerg asked about promotional materials for outside the region. Nutting said his promotions are mostly organic and use social media, though he also has an article in an art publication in addition to the networks from the 80 artists. Nutting added 95% of the artists are local and six are international.

VandenBerg said he thought the request was large considering last year's Art Hotel drew mostly local attendance and untracked, hotel room nights. VandenBerg said that more hotel rooms could be booked with the longer event period for ArtStreet. Mike Testa said Mayor Steinberg has organized an arts group and will be sharing more information at the January City Council meeting. Testa said funding may be more appropriate coming from the City.

Hammond recommended the committee approve funds for marketing purposes only, with specific instruction on what is needed. Hammond also suggested that for any application that is denied funding, in full or in part, that language in the reply letter needs to explain why the request was denied (i.e. "events must drive hotel room nights.") Hammond also said that these investments make Sacramento a great place to visit when people are already here but don't generate many overnight stays on their own.

MOTION: Scott VandenBerg motioned to approve \$5,000 with specific instruction that funds are to be spent on out-of-town marketing and tracking room nights; the results of which will be used to review any future application from this applicant; Kathleen Gilbey seconded. [Vote: Unanimous]

3. Zone 4: RCMA Emerge 2017 (Initial Request: \$5,100)

Presenter(s): Jeroen Gerrese, McClellan Hospitality

Presentation: Gerrese said the request is for transportation only for representatives from the two properties, Lions Gate Hotel and Crowne Plaza Northeast, to attend RCMA Emerge 2017 in Indianapolis. Sales staff from both properties will be sharing the Visit Sacramento booth.

MOTION: Scott VandenBerg motioned to approve the application as submitted for \$5,100; Doug Warren seconded. [Vote: Unanimous]

4. Zone 1: Capitol Beer Fest (Initial Request: \$12,300)

Presenter(s): Larrisa Perryman and Randy Seevers, Runnin' for Rhett

Presentation: Perryman distributed the event advertising brochure and Seevers described Capitol Beer Fest as the culminating event of Sacramento Beer Week. Perryman said the event was in its 7th year and the location is moving to the 5th Street Bridge which will allow for more room with the new backdrop of the Railyards. Perryman said she anticipates having 125 brewers and 15 food trucks at the event. The application for funds is to help offset marketing expenses. Perryman also said that while she worked with Visit Sacramento on hotel room nights via Expedia, she struggled to determine if enough room nights were tracked.

Committee Review: Dan Santucci read an email from Runnin' for Rhett that stated they declined to submit an invoice for 2016 as they could not track room nights. Sonya Bradley said it was difficult to track room nights unless there is a dedicated code. Hammond said the organization's profits are distributed to other charities so essentially their funding goes elsewhere.

MOTION: Scott VandenBerg motioned to decline the application based on the lack of room night production and proof of potential room night production. However, it was noted that the STMD will continue to support Sacramento Beer Week through Visit Sacramento's marketing promotion, of which Runnin' for Rhett will be a benefactor of Visit Sacramento's efforts; Kathleen Gilbey seconded. [Vote: Unanimous]

5. Zone 1: MPINCC Annual Conference-Hyatt (Initial Request: \$1,500)

Presenter(s): Scott VandenBerg, Hyatt Regency

Presentation: VandenBerg said the Hyatt Regency and Sheraton Grand are partnering with Visit Sacramento's booth for this annual tradeshow. The application will cover costs for the booth; hotel accommodations and hosting a client lunch; there is no airfare as the location is San Francisco.

MOTION: Jeroen Gerrese motioned to approve the application as submitted for \$1,500; Doug Warren seconded. [Vote: Unanimous]

6. Zone 1: MPINCC Annual Conference-Sheraton Grand (Initial Request: \$1,500)

Presenter(s): Scott VandenBerg, Hyatt Regency

Presentation: This application, while presented separately, is included in the application above for the Hyatt.

MOTION: Jeroen Gerrese motioned to approve the application as submitted for \$1,500; Doug Warren seconded. [Vote: Unanimous]

7. Zones 2 and 4: PRAASA Annual Conference (Initial Request: \$6,680)

Presenter(s): Jeroen Gerrese, McClellan Hospitality

Presentation: Gerrese said the contract is signed and the application is for conference delegate transportation expenses from the Lions Gate Hotel, Crowne Plaza, Hilton Arden West and DoubleTree by Hilton to the McClellan Conference Center.

MOTION: Scott VandenBerg motioned to approve the application as submitted for \$6,680; Sami Qureshi seconded. [Vote: Unanimous]

8. Zones 2, 3, 4: Major League Lacrosse Youth Tournament (Initial Request: \$12,500)

Presenter(s): Dan Pellicano, Major League Lacrosse Special events manager

Presentation: Pellicano said the tournament is scheduled at Bonney Field and major league players that compete in an All-Star game will take part in either a youth clinic or skills competition. The event goals are to create a competitive environment for lacrosse players in Northern California, continue to grow the sport in the region, and incentivize decision-makers to bring the All-Star game to Sacramento, which can bring 8,000-10,000 attendees. Pellicano said organizers are using a third-party company to oversee the logistics and operation of the event, which will include players from surrounding states.

Committee Review: Mike Sophia said the Sports Commission is excited to work with the organizers for this first-time event in Sacramento. Sami Qureshi asked where the tournament was held last year; Pellicano said in Southern California. Players will be playing at Cherry Island, but Sophia said an All-Star game would be at Bonney Field and the Sports Commission is working with Pellicano to secure hotel room blocks. The committee discussed hotel room bookings and Hammond said he believes it important to be able to track. Sophia said he would work with Pellicano for tracking room nights but could also pull figures together from Aloha groups from previous years, believing that information will show about 625 room nights. Sophia said he would be willing to defer a decision to the April meeting so he can gather more data.

Committee Decision: The committee deferred a decision until the next meeting on April 10, 2017 in order for Mike Sophia to work with the promoter to gather more data on the number of teams and their cities of origin so this data can be included for review in the committee's decision.

9. Zone 1: California Craft Beer Summit & Beer Festival (Initial Request: \$21,000)

Presenter(s): Leia Ostermann and Laurie Holtog, CA Craft Brewers Association

Presentation: Ostermann said she and Holtog were planning the third signature event in downtown Sacramento. Last year's funding helped with promotion and marketing and results showed 45% of the attendees were from outside the region. The program will start with an industry tradeshow at the Convention Center for two days, and culminate with a festival on Capitol Mall.

Holtog said last year's conference grew to 82 exhibitors and she expects to have more than 100 this year with 160 breweries participating from around the state. Media impressions are tracking at more than 46M both locally and statewide. Ostermann said Visit Sacramento has assisted staff with a media tour; and the Sheraton Grand has booked more than 600 rooms to date.

Committee Review: Hammond said Visit Sacramento was excited about the return of both the tradeshow and festival. Holtog said they were adding more content this year for a full day tradeshow on Thursday vs. half-day last year. Warren asked how the layout of breweries would be managed and Ostermann said the various California regions would be grouped together with identifying flags. Attendees are expected to start arriving on Wednesday.

Testa said he was meeting with the City this week to discuss festival details. VandenBerg added the ROI meets the requirement for the requested funding.

MOTION: Scott VandenBerg motioned to approve the application as submitted for \$21,000; Sami Qureshi seconded. [Vote: Unanimous]

F. **Zone Funding and Post Event Recap Reports**

1. FY2016-17 Zone Funding Financial Reports: Summary and Detail 12/31/16

Summary: This report reflects funding approved by fiscal year, including how much expensed to-date.

Detail: This report reflects actual collections for the first four years; then current budget using zone percentages from the previous year.

Contingency Renewal Report: Per the committee’s request, Santucci distributed this new report. Vandenberg said the committee should consider creating a contingency policy soon, including rollover for developing sports facilities. Clifford said she would be revising the STMD Guidelines soon and once revised, will send to the committee, after which Vandenberg and the Governance Committee will develop a new policy and present to the committee for approval.

2. Post-Event Recap Reports

The following post-event recap reports were distributed for the committee’s review prior to the meeting: RCMA Emerge 2016-Lions Gate; RCMA Emerge 2016-Crowne Plaza; Capitol Beer Fest 2016.

G. New Business

None to report.

H. Future Meetings and Agenda Items

Based on meeting the second Monday of each quarter, Sherlynn Clifford shared the schedule of 2017 regular meeting dates mentioning there was a conflict for the second Monday of October as it’s the SHA Annual Golf Tournament. The committee approved the revised 2017 regular quarterly meeting schedule of January 9, April 10, July 10 and October 10.

I. Adjournment

Chair Warren adjourned the January 9, 2017, meeting at 1:01 p.m.